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Message Text

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PAGE 01 TAIPEI 02589 270346Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------065040 270352Z /70
P 270334Z APR 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC PRIORITY 7220

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E.O. 11652: N/A
TAGS: BEXP, TW
SUBJ: FOREIGN BUYER PROGRAM - ROC HOTEL EXECUTIVES GROUP

1. EMBASSY AND LOCAL HOTEL AND TOURISM ASSOCIATIONS HAVE JOINTLY ORGANIZED A BUYERS' GROUP OF 15 HOTEL EXECUTIVES AND OWNERS TO TOUR THE U.S. AND TO ATTEND 59TH ANNUAL NRA RESTAURANT AND HOTEL-MOTEL SHOW TO BE HELD IN CHICAGO MAY 20-24. HOTEL GROUP WHICH LEAVES FOR U.S. ON MAY 12 IS INTERESTED IN BUYING NEW AND MODERN EQUIPMENT FROM U.S. TO BE USED IN REBUILDING AND REFURBISHING EXISTING HOTELS AND TO BE INSTALLED IN HOTELS UNDER CONSTRUCTION OR NOW BEING DESIGNED.

2. IN ADDITION TO ATTENDING NRA SHOW IN CHICAGO FROM MAY 23-24, BUYERS' GROUP WISHES TO MEET WITH SUPPLIERS OF HOTEL/RESTAURANT EQUIPMENT AND VISIT A COUPLE OF TYPICAL SMALL AND MEDIUM SIZED HOTELS/MOTELS (TO GET SOME IDEA OF THE LATEST TYPE OF EQUIPMENT IN AMERICAN HOTELS) IN EACH CITY ON THE TOUR' MISSION'S SCHEDULE IS AS FOLLOWS (IN TERMS OF ARRIVAL DATES): MAY 12 HONOLULU, MAY 14 SAN FRANCISCO, MAY 16 LOS ANGELES, MAY 19 SAN DIEGO, MAY 23 CHICAGO, MAY 26 WASHINGTON, D.C., MAY 29 NEW YORK, JUNE 2 SEATTLE, AND JUNE 5 HONOLULU. THE GROUP WILL BE LED BY MR. HO-TSUAN LIEN, PRESIDENT OF TUAN HOTEL AND CONCURRENTLY CHAIRMAN OF THE YANGMINGSHAN TOURISM ASSOCIATION. A COMPLETE LIST OF OTHER MEMBERS WILL BE SENT BY SEPARATE TELEGRAM.

3. ACTION REQUESTED: USDOC FIELD OFFICES' ASSISTANCE IS REQUESTED TO
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FACILITATE THE GROUP'S VISIT' A COURTESY CALL ON USDOC FOREIGN BUYER PROGRAM OFFICE IS REQUESTED BY THE GROUP ON THE MORNING OF MAY 26. GROUP HAS REQUESTED EMBASSY TO PROVIDE ESCORT. EMBASSY HAS SELECTED EUGENE HUANG, SENIOR FSL COMMERCIAL SPECIALIST, TO ESCORT THE GROUP ON THIS TRIP, AND TRAVEL AGENCY HAS OFFERED MR' HUANG A GRATIS ROUND-TRIP TICKET. EMBASSY CAN AGREE TO THIS PROVIDED FUNDS FORTH COMING

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FROM FOREIGN BUYER PROGRAM FOR MR. HUANG'S PER DIEM FROM MAY 12 THROUGH JUNE 5. AT CHICAGO NRA SHOW, MR. HUANG CAN ALSO BE OF ASSISTANCE TO SEVERAL OTHER TAIWAN HOTEL OWNER-MANAGERS NOT WITH THIS GROUP. CONSULTATION WITH PERTINENT USDOC OFFICES ALSO REQUESTED FOR MR. HUANG ON MAY 26. EMBASSY WOULD APPRECIATE EARLY WORD ON THIS REQUEST. UNGER

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